

Kitchen Cabinet Manufacturers Association

Situation Kitchen Cabinet Manufacturers Association (KCMA) is a voluntary, non-profit trade association with 360 members in the U.S. and Canada who produce kitchen cabinets, bath vanities and countertops, or supply goods and services to the industry.

Thirty-six years ago, KCMA developed the performance standard for certifying quality in cabinet manufacturing; today it is setting the standard for environmental sustainability. Its latest certification program, the Environmental Stewardship Program (ESP), is designed to encourage compliance with industry policies and practices that benefit the environment and society. To establish greater awareness and understanding of ESP among members and consumers, KCMA turned to TDC.

Solution To help achieve KCMA's goals, we created a logo and tagline, developed collateral materials and launched an advertising and interactive communications campaign. The logo was also used as a certification seal on cabinets to signal "green" environmental standards for consumers. It personifies stewardship through the simple integration of a human figure and a tree, and was combined with the tagline "Making more than just our cabinets last" to form the foundation of the branding. According to Janet Titus, KCMA Director of Marketing, "The Environmental Stewardship Program is a major initiative for KCMA. The program logo and tagline are going to be a big part of the association's mission and image into the future."

In response to the program's initial success and growing membership, KCMA asked us to develop a website for ESP that would be targeted to consumers, builders and design specifiers. We designed a consumer-facing "microsite" that serves as a resource for valuable "green" information. After researching appropriate domain names, we came up with www.greencabinetsource.org and used a content management system for the site.

Result Within a few short months of its launch, the program became a resounding success, with over 80 companies becoming ESP-certified and dozens more in application.

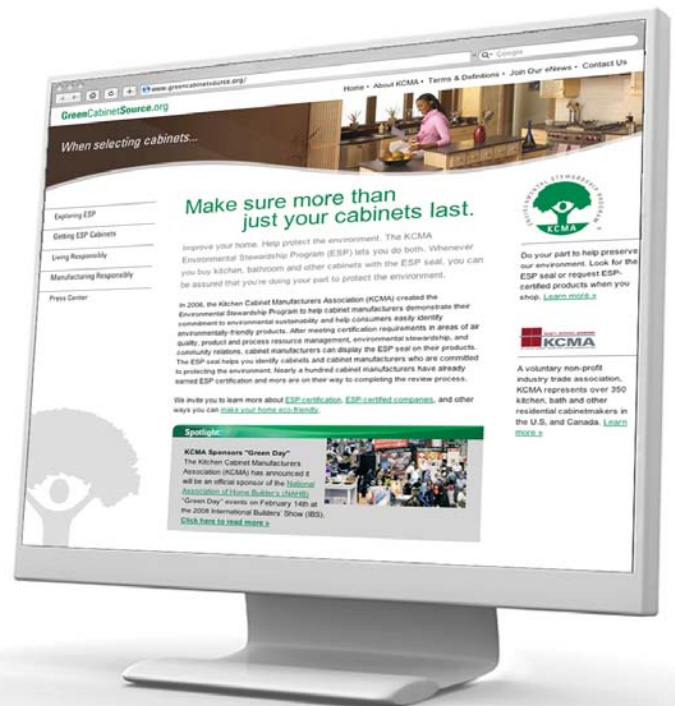
- o program logo
- o program tag line
- o www.greencabinetsource.org "micro" web site



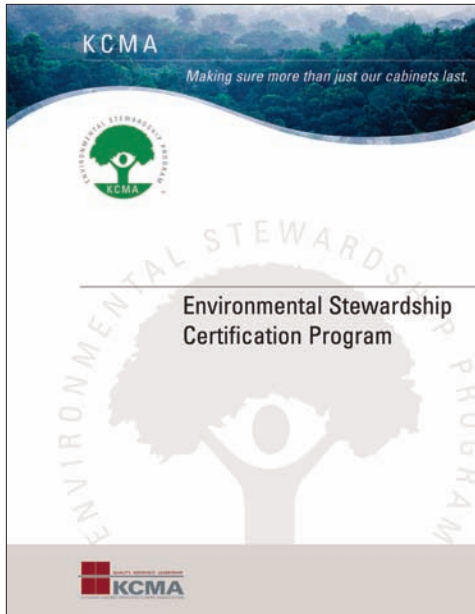
Research Modes Used:

- One-on-one Interviews
- Desk Research
- "Green" Brand Benchmarking
- Domain Name Research

Making sure more than just our cabinets last.



- o marketing brochure and insert template
- o collateral brochure



Environmental Stewardship Certification Program

Making care of the environment.

As the primary manufacturer support provider of the Green Cabinet Source, KCMA is committed to environmental management and sustainable practices. Designed to encourage industry policies and practices that benefit the environment and the work being produced, ESP provides compliance with tangible ways to support sustainability in the areas of air quality, resource management, and responsible manufacturing and community relations. Companies qualify for official ESP certification by accumulating 80 out of 105 possible points in their relevant categories.

All ESP-certified companies are awarded the ESP seal to display on their products. The ESP seal lets consumers, builders, architects, and others know they are supporting sustainability when they buy or specify ESP-certified products. Whether preparing much needed resources or providing yet another reason to buy certified products, sustainability is good business.

Benefits

- In addition to helping ensure the future of both the environment and our industry, you'll enjoy the following benefits of the Environmental Stewardship Certification Program (ESP):
- The status and prestige of being among the first to participate in a program setting a new standard in sustainability.
- Recognition on the KCMA website, news letters, etc.
- Technical advice and assistance from KCMA staff to help keep your company in compliance, or in case of future, assist you in retaining your company in compliance.
- Use of the Environmental Stewardship Program seal to display on your cabinets as well as in advertising and promotional literature.

How the Program Works

The Environmental Stewardship Certification Program will be administered similar to the existing ANSI/KCMA A191.1 performance standard for cabinets. Any manufacturer of pre-finished, factory-engaged cabinets may participate. Companies do not have to be KCMA members to participate. No testing is required, but documentation and sample reports will need privacy confidentiality will be necessary to verify compliance.

Certification will be awarded on an annual basis and is based on compliance in five categories:

Category	Points
Air Quality	30
Product Resource Management	30
Process Resource Management	20
Environmental Stewardship	15
Community Relations	10

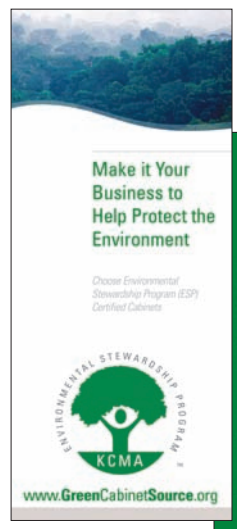
Participants "self-certify" by completing and returning the appropriate reporting forms with supporting documentation, signed by the person responsible for completing the forms. Forms and documentation should be mailed to the KCMA Director of Certification, 1888 Patton White Drive, Reston, VA 20191.



Points Available by Category

Category	Points
I. AIR QUALITY	
A. Particulate purchased meets the formaldehyde emission level of the CPA EPFS EPA 2-08 Specification: 75% or greater	10
B. MDF purchased meets the formaldehyde emission level of the CPA EPFS EPA 2-08 Specification: 75% or greater	10
C. Plywood purchased meets PG-1 for Construction and Industrial panels or ANSI HPVA-SP-1 for formaldehyde emissions: 75% or greater	10
D. 75% of finished products are finished domestically and finishes used are not greater than 100% solvent based by total plant operating points	10
II. RESOURCE MANAGEMENT - PRODUCT	
A. Particulate purchased meets the CPA EPFS EPA 2-08 Specification for recycled/recovered fiber content: 75% or greater	10
B. MDF purchased meets the CPA EPFS EPA 2-08 Specification for recycled/recovered fiber content: 75% or greater	10
C. Manufacturer releases a written training plan on an annual basis to reduce their hardwood suppliers of their purchasing preference for certified hardwood lumber	10
D. Hardwoods purchased are certified through a recognized sustainable forestry program (See KCMA Sustainable Forestry Statement): 100%-10 points, 90%-4, 80%-6, 70%-8, 60%-4, 40%-4, 20%-2, 10%-1 points	variable
III. RESOURCE MANAGEMENT - PROCESS	
A. Manufacturer has an active recycling program for process wastes in at least two of the following product categories: Cabinetwork, Panel, Plastic, Wood, Solvents	10
B. Manufacturer has a program for tracking and reducing process wastes with documented goals and reports EPA Performance Track and/or state specific program	10
C. Manufacturer uses internal or external processes by-products to generate alternate energy services, e.g. electric, steam, or other	5
D. Manufacturer has a documented energy conservation program	5
IV. ENVIRONMENTAL STEWARDSHIP	
A. Manufacturer has a firm commitment to environmental quality as evidenced by a written policy statement	5
B. Manufacturer has an Environmental Management System (EMS) in place	5
1. Not certified by third party	5
2. Certified by third party	10
C. Manufacturer reviews environmental practices and policies of its key vendors and contractors	5
D. Manufacturer has a documented program which promotes the use of reusable/recycled materials or products	5
V. COMMUNITY RELATIONS	
A. Manufacturer demonstrates community involvement and leadership through service or charitable organizations (charitable for Humans, Food Banks, Emergency Response Agencies, hospitals and similar organizations)	5
B. Manufacturer has had no major non-compliance citations from any Federal, state or local environmental regulatory agency in the previous 12 months	5

1 Minimum 90% not over ANSI A98.1
2 Minimum 80% not over ANSI A98.1
3 Minimum 80% not over ANSI A98.1



Make it Your Business to Help Protect the Environment

Choose Environmental Stewardship Program (ESP) Certified Cabinets



www.GreenCabinetSource.org

We're Making Sure More Than Just Your Cabinets Last

With the help of industry partners, the KCMA Cabinet Manufacturers Association (KCMA) created the Environmental Stewardship Program (ESP) to encourage industry policies and practices that benefit the environment and industry. GreenCabinetSource.com provides a free tool for cabinet manufacturers and suppliers to track their commitment to environmental sustainability.

Since launching ESP in the 2008, industry members have been enthusiastically received by the manufacturers of all sizes. After meeting the minimum requirements in areas such as air resource management and environmental stewardship, ESP-certified companies can display the seal on their products.

This seal is your assurance that you are doing your part to help preserve our environment. Ask your supplier today if their products carry the seal and encourage your customers to ask for it too.

How the Program Works

The KCMA Environmental Stewardship Program is modeled after the National Association of Home Builders (NAHB) Green Home Guidelines program established in January 2005 and is administered similar to the existing industry quality performance standard developed and maintained by the KCMA. Any manufacturer of pre-finished, factory-engaged cabinets may participate. ESP certification is awarded annually and based on compliance in five categories. These categories contain 10 different criteria with a total of 105 possible points. To be certified, a manufacturer must score a minimum of 80 points. The breakdown of required points by category is as follows:

CATEGORY	POINTS
Air quality	30
Product resource management	30
Process resource management	20
Environmental stewardship	15
Community relations	10

ESP goes beyond other environmental programs to not only look at raw material sourcing and management, but to also set standards for manufacturing and product processes in regards to air quality and formaldehyde use. Applicants must provide testing reports, copies of written policies, proof of purchase and similar verifiable documentation/records to substantiate claimed points.

What it Means to be ESP Certified

- Manufacturers must demonstrate compliance with stringent criteria to be awarded ESP certification. These criteria are not mandatory but are representative of what is necessary to earn points.
- 75% of particulate, plywood and MDF used in the cabinets must be certified to meet low formaldehyde emission standards.
- 75% of particulate and MDF used in the cabinets must contain 100% recycled or recovered fiber content.
- Hardwoods must be certified through an independent and credible sustainable forestry program.
- A documented energy conservation program must be in place.
- A written Environmental Management System must be available and enforced.
- An active recycling program for process wastes must be in place.
- All federal, state and local environmental requirements must be observed.
- The manufacturer must demonstrate community involvement and leadership through service or charitable organizations.
- It is a rigorous process that helps guarantee that everyone is doing their part to provide you with sustainable cabinetry products.

A Strong History and Reputation of Advocacy and Leadership

Since 1955, the KCMA has represented the interests and goals of kitchen, bath and other residential cabinet manufacturers and suppliers to the industry. Since the beginning, the association has been committed to excellence in manufacturing through continued quality, advocacy and leadership. It developed the consensus U.S. industry performance standard and voluntary testing program for cabinets (ANSI/KCMA A191.1) that is maintained and updated regularly consistent with ANSI requirements. And now, KCMA is building on that experience with a voluntary environmental stewardship standard for cabinet manufacturers—the KCMA Environmental Stewardship Certification Program.

A complete list of ESP-certified companies and brands can be found at www.GreenCabinetSource.org.

- o direct mail postcard
- o trade show banners

Visit Booth A442 at IWF 2006 to find out more about the new industry standard in sustainability.

The Kitchen Cabinet Manufacturers Association (KCMA), developer of the industry performance standard, is now leading the way in sustainability with the Environmental Stewardship Program (ESP). This voluntary program demonstrates how cabinet manufacturers are protecting the environment and meeting the demand for environmental stewardship.

Whether preserving, repairing or replacing, there's a reason to buy your cabinets at Booth A442 at IWF and for more info, call us at 800-442-2263.

Win a FREE one year membership!
While you're visiting, make sure you enter to win a free one-year membership to KCMA — A \$325 value. This offer is for new members only.



Let the world know about your efforts to help preserve it.



Learn about the KCMA Environmental Stewardship Certification Program at IWF 2006.



ENVIRONMENTAL STEWARDSHIP CERTIFICATION PROGRAM




Making sure more than just our cabinets last.

KCMA is leading the way in supporting sustainability with the voluntary Environmental Stewardship Certification Program. Companies are certified upon meeting program requirements in the areas of air quality, resource management, environmental stewardship and community relations.

Program Benefits

- Protection and preservation of vital renewable wood resources
- Recognition among builders, architects, remodelers and consumers for environmental friendliness
- Industry leadership in sustainability policies and practices

TESTING AND CERTIFICATION PROGRAM




Setting the standard in durability.

KCMA developed and sponsors the ANSI/KCMA A161.1 Performance & Construction Standard for Kitchen and Vanity Cabinets, a nationally recognized voluntary testing and certification program for cabinet manufacturers.

Program Benefits

- Recognition among builders, architects, remodelers and consumers for product quality, performance and durability
- Acceptance of products by numerous U.S. government agencies
- Increased visibility via the KCMA web site and publications

KITCHEN CABINET MANUFACTURERS ASSOCIATION



Quality. Advocacy. Leadership.

KCMA is the national trade association for kitchen, bath and other residential cabinet manufacturers, decorative laminate fabricators and suppliers to the industry. Founded in 1955, KCMA has over 360 members in the United States and Canada.

Member Benefits

- Educational programs, plant tours & networking opportunities
- Industry advocate on legislative and regulatory issues
- Management benchmarking survey reports
- Testing and certification programs
- Legislative updates
- Visibility on www.kcma.org — an industry resource for anyone interested in cabinets



Save

Introducing GreenCabinetSource.org

Learn how you can help protect the environment at KCMA's GreenCabinetSource.org. This comprehensive online resource makes it easy to find information on KCMA's Environmental Stewardship Program (ESP) and how you can ensure the future of both the environment and our industry.



Make sure more than just your cabinets last.



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